

TIME: 7:59  
DATE: FRIDAY, SEPTEMBER 25, 1953  
SPONSOR: PIERCE'S PAINT & ART STORE  
SOLICITOR: D.M. Coffman

Read  
Quickly!!

ATTENTION students in Art 13 classes!

There is no need to shop in several stores  
for your art supplies! You can get them ALL  
at PIERCE'S PAINT & ART STORE, 196 Main Street,  
near City Hall. There you can buy your  
required poster colors, pens, sketch pads,  
water colors, brushes, crayons, and all  
the ~~other~~ other materials you'll be needing.  
PIERCE'S carries Winsor & Newton artists' supplies, too.  
They are recognized the world over as the  
tops and PIERCE'S PAINT & ART STORE is their  
exclusive dealer in Northampton.

When your artist's kit is filled with  
WINSOR & NEWTON supplies, you can rest assured  
that you have the finest materials that  
man can make or money can buy.  
SHOP at PIERCE'S, near CITY HALL, for ART MATERIALS--  
have the BEST at no extra cost!

STAY TUNED now for fifteen minutes of the NEWS,  
which follows immediately from Amherst.  
The correct time is now, eight o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

MISS  
MRS.  
MR.

Rao Keety

ANNOUNCER'S SIGNATURE



TIME: 7:57  
DATE: Friday, September 22, 1953  
SPONSOR: PIERCE'S PAINT & ART STORE  
SOLICITOR: W. M. Coffman

Ready to supply!!

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Announcer's Signature

Miss  
Mrs.  
Mr.